



The Coast Life Support District
Board of Directors is recruiting a
District Administrator

Coast Life Support District Past, Present, Future



Coast Life Support District (CLSD) was formed in 1986 following special California state legislation and a local election to form this new multi-county agency. AB 4227 created the District “to provide emergency medical services, including emergency ambulance and life support services and certain other health services to a specified area within Sonoma and Mendocino Counties.” CLSD’s initial focus was development of a reliable, high-quality ambulance service which began as a contractual service but transitioned into the purchase of ambulances, acquisition of a facility, hiring and training personnel, learning about specific local problems and needs and more. Based on the overwhelmingly positive patient responses, CLSD has become a responsive and capable ambulance service that is highly valued in our coastal community.



HOSPITAL FACILITIES are a significant distance from CLSD. From the town of Gualala, the approximate center of the District, the closest medical facilities with twenty-four hour emergency medical care are a minimum of 1½ hours travel time by road – the longest drive time to a hospital in California – a challenge providing the District the opportunity for state-certified exceptions. Due to the unusually long transport times to tertiary care, District paramedics routinely provide much more comprehensive stabilization and in-transport care than the standard protocols of their urban counterparts.

In recent years the District has expanded its activities in accordance with its mission statement – “To provide and promote high quality healthcare services, facilities, emergency care and health education to all District residents and visitors.” CLSD recently undertook an extensive analysis on the feasibility of developing a Critical Access Hospital within its borders, an option found unfeasible due to the our small population. A number of other recommendations were made and are currently being explored.

In April 2014 residents voted on the CLSD-sponsored ballot measure to fund weekend/holiday urgent care medical service as well as the weekday urgent care program. The absence of urgent care on weekends since 2009 was a major community concern. Sixty-nine percent (69%) of the voters in the two counties approved the



tax that allows CLSD to contract with a provider for urgent care services seven days a week. The weekend/holiday coverage began in July, 2014, with Redwood Coast Medical Services (RCMS).

Now that the urgent care and hospital study have been completed, CLSD, with the new District Administrator, can focus its attention on continuation of high quality ambulance services as well as expansion of health care. Target areas of improvement include:

- ❑ Talks are underway with a large hospital in Santa Rosa regarding partnering in a number of areas including expanding appointments in Gualala for various specialty areas such as cardiology and orthopedics. This will save residents 3 to 4 hours driving for some specific appointments.
- ❑ Introduction of telemedicine which allows live involvement of a wide range of specialty medical providers. Broadband is expected to be installed in early 2015.

- ❑ Initiate a Community Paramedic program to provide a higher level of paramedic services: minor suturing, blood draws, medication compliance, immunizations, fall assessment, social service referrals, and more.
- ❑ Develop or expand programs related to aging in place such as home nursing and a new community health center.
- ❑ Continue to develop and expand partnerships with organizations within Coast Life Support District.

The Administrator Position

The vacancy is due to the upcoming retirement of the current District Administrator who reports to a seven-member elected Board of Directors. The Board meets monthly.

The next District Administrator will provide leadership to a full and part-time staff of 16. The position has two direct reports: an Operations Supervisor and Fiscal Officer.

Operationally, there is one 24/7 Advanced Life Support ambulance with a seasoned paramedic and EMT as well as a Basic Life Support ambulance on-call staffed with two EMTs. There are about 700 dispatched calls per year and an average of 385 require transport.



CLSD works closely with CalFire and five volunteer fire departments on the coast who perform EMS services.

The District Administrator oversees a parcel tax and fee-for-service funded budget of \$2 million.

The Administrator works $\frac{3}{4}$ time, and the work schedule is flexible. The salary range now is \$61,300 to \$79,900. Contributions are made to the CalPERS retirement (2% at 55) and a monthly health care allowance exists. There also is a performance bonus potential.

The Ideal District Administrator

The Board, with crew input, has identified and ranked various characteristics important in a District Administrator. This person should:

- ❑ Be a seasoned manager and leader with strong people and financial management skills that will work in our small organization and rural service area.
- ❑ Have a management style that includes being approachable, team-oriented, participative, a strong mentor and encouraging of ideas from the rank and file.

- ❑ Have excellent communication skills, including being articulate, a good writer and a good listener.
- ❑ Be mature and self-confident and appreciate different points of view.
- ❑ Be a role model within CLSD for integrity, work ethic and commitment to service excellence.
- ❑ Stay on the cutting edge of EMS by fostering creativity and innovation at staff level.
- ❑ Give his/her best professional recommendation and does not count Board votes first.
- ❑ Be a visionary towards the future of CLSD, including movement toward an integrated health care system per the Camden report.*
- ❑ See the District as a critical partner in the health care of an isolated geographical area and will not focus exclusively on the ambulance service needs of CLSD.
- ❑ Be effective in inter-agency settings and able to build productive relationships with area fire departments, other local agencies, hospitals and the various administrators in two counties and at the state level.
- ❑ Be politically aware and astute, but not political.
- ❑ Be at ease living in a rural and coastal community and will fit into an organization and communities with an informal style.

- ❑ Embrace and understand the mission of CLSD and maintain the excellence of our ambulance service.

Ideally, the District Administrator would have emergency service and/or other health care experience. The Board recognizes that a skilled administrator from a variety of other managerial backgrounds could very capably help them attain their goals while leading the District staff.

Our Community

CLSD is located at the southern tip of Mendocino County in the unincorporated

town of Gualala, CA. The District serves a population of approximately 6,200 full-time residents in northern Sonoma County and southern Mendocino County. The peak-time population can swell to 15,000 during holidays and vacation times.

The geography is the Pacific Ocean to the west and a coastal mountain range to the east. Communities are clustered primarily in a linear fashion along California Highway 1. Irish Beach is at the northern tip and Timber Cove is at the southern end, Annapolis to the east. The highway itself is a two-lane winding route.



* http://clsd.ca.gov/index.php?option=com_content&view=article&id=17&Itemid=37

The area's economic makeup has changed dramatically over the past 50 years. Historically the economy was driven by ranching, timber and fishing. These activities exist today but on a much smaller scale. Now tourism plays a significant role in the local economy. Other areas of economic importance are the construction trades, service and local retail businesses and cottage industries. The recreational draw includes abalone diving, bird and whale watching, camping, hiking, mushroom hunting, boating, fishing and golfing.

Housing and lifestyles vary significantly within the District. Housing ranges in price from under \$100,000 for a cabin or modular home in the forest to several million dollars for a house on the ocean. During the last six months, average housing prices have been \$255,000 for Irish Beach, \$240,000 for Point Arena, \$418,000 for Gualala and \$564,000 for The Sea Ranch.

Lifestyle variations range from people living off the grid to being a member of a local service club. People's backgrounds are diverse, from Nobel Prize winners, artists, retired executives and authors, to people born and reared here. The diversity and talent of District residents is considered one of area's most admirable resources.

There is a vibrant artistic culture in the area as provided by the Arena Theater, Gualala Arts and many other groups.

Wildlife abounds with over 19,000 gray whales passing by each year. Gray foxes, Tundra swans,

deer, herons, harbor seals, sea lions, hawks and many other species live and prosper here.

Neighbor helping neighbor is the rule on the coast and not the exception.

Reasons You Should Consider this Opportunity

This is a chance to be at the forefront of challenging and exciting projects that will frame this community's future health care. This is a unique opportunity for a person who:

- ☐ Wants to make a difference in providing an important emergency medical service now and improving health care in the future.
- ☐ Is motivated to coach, train and develop staff so they reach their potential.
- ☐ Is attracted by professional challenges and likes to work in an interagency setting.

- ☐ Is at the stage professionally where a flexible and less than full-time work schedule is attractive.
- ☐ Wants to live and work in a rural setting which also is a destination/resort location – people have moved here from all parts of the world. The high quality of life, the dramatic coastline, comparative lack of crime and the high level of community volunteerism are among the reasons people are drawn to the area.

For information on our local communities go to www.RedwoodCoastChamber.com

For additional information on this position or to submit your resume, email:

BoardPresident@clsd.ca.gov
PO Box 1056 Gualala, CA 95445-1056
707 884 1829 x16 (District Administrator)
707 785 3289 (Board President)

Check out our website at <http://clsd.ca.gov>

Tentative Recruitment Schedule

2/6/2015	Closing date for resumes
2/9 – 2/13/15	Review and screening of resumes by Search Committee
2/27/15	Completion of supplemental questionnaires by more qualified candidates
By 3/13/15	Interviews by telephone of selected candidates by Search Committee and selection of semi-finalists
3/16-3/27/15	Design of Assessment Center and selection of Assessors
By 4/10/15	Conduct of Assessment Center
Next Day	Interview of finalists by Board of Directors
As soon as possible	Reference checks of top candidate(s)
As soon as possible	Appointment of District Administrator